



**KSTU**  
**5020 W. Amelia Earhart Dr.**  
**Salt Lake City, UT 84116**  
**(801)532-1300**

# CONTRACT

Contract / Revision	Alt Order #
576209 /	81592C47-2DB9-4FFB-A8F

Product	Clean Out The Medicine Cabinet
Contract Dates	09/21/12 - 09/30/12
Estimate #	
Advertiser	Utah Division of Consumer Protection
Original Date / Revision	09/19/12 / 10/04/12

And:

Utah Division of Consumer Protection  
 Attention: jennifer bolton  
 160 East 300 South  
 Salt Lake City, UT 84111

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
KSTU	Patrick Garner	Salt Lake City
Special Handling		
Demographic		
Adults 18+		
		Total Ratings
		62.63
IDB#	Advertiser Code	Product Code
Agency Ref	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
E 1	13	09/21/12	09/28/12	Fox 13 Good Day Utah 6am	6a-7a		:30				NM	3	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$1,350.00	1.87			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	13	09/17/12-09/23/12	Fox 13 Good Day Utah 6am	6a-7a	----F--	:30		\$1,350.00	1.87	NM		
			See MG 1.4										
	4	13	09/27/12-09/27/12	Fox 13 Good Day Utah 6am	6a-7a	----Th----	:30		\$1,350.00	1.87	NM		
			Ⓜ MG for 1.1 09/21										
Week:		09/24/12	09/30/12	MTWTF--				2	\$2,700.00	1.87			
E 2	13	09/21/12	09/28/12	Fox 13 Good Day Utah 8am	8a-9a		:30				NM	4	\$5,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	----F--				1	\$1,260.00	2.33			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	13	09/17/12-09/23/12	Fox 13 Good Day Utah 8am	8a-9a	----F--	:30		\$1,260.00	2.33	NM		
			See MG 2.5										
	5	13	09/28/12-09/28/12	Fox 13 Good Day Utah 8am	8a-9a	----F--	:30		\$1,260.00	2.33	NM		
			Ⓜ MG for 2.1 09/21										
Week:		09/24/12	09/30/12	MTWTF--				3	\$3,780.00	2.33			
E 3	13	09/22/12	09/29/12	Good Day Utah Weekend Ed	7a-9a		:30				NM	2	\$2,520.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-				1	\$1,260.00	2.43			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	13	09/17/12-09/23/12	Good Day Utah Weekend Ed	7a-9a	-----Sa--	:30		\$1,260.00	2.43	NM		
			See MG 3.3										
	3	13	09/29/12-09/29/12	Good Day Utah Weekend Ed	7a-9a	-----Sa--	:30		\$1,260.00	2.43	NM		
			Ⓜ MG for 3.1 09/22										
Week:		09/24/12	09/30/12	-----S-				1	\$1,260.00	2.43			
E 4	13	09/23/12	09/23/12	Good Day Utah Weekend Ed	7a-9a		:30				NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S				1	\$2,580.00	2.58			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	13	09/17/12-09/23/12	Good Day Utah Weekend Ed	7a-9a	-----Su	:30		\$2,580.00	2.58	NM		
			See MG 4.2										
	2	13	09/28/12-09/28/12	M-F 7a-8a	7a-8a	-----F--	:30		\$2,580.00	2.58	NM		
			Ⓜ Credited										

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.





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<u>Contract / Revision</u> 576209 /		<u>Alt Order #</u> 81592C47-2DB9-4FFB-A8F
<u>Contract Dates</u> 09/21/12 - 09/30/12		<u>Product</u> Clean Out The Medicine
<u>Advertiser</u> Utah Division of Consum		<u>Estimate #</u> 09/19/12 / 10/04/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount		
E 5	13	09/21/12	09/29/12	Full Day Rotator M-Su 5a-5a	5a-4:59x		:30				NM	6			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	----FSS				2		1.47					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	13	09/17/12-09/23/12	Full Day Rotator M-Su 5a-5a	5a-4:59x	-----FSaSu	:30			1.47	NM				
			See MG 5.7,5.8												
	2	13	09/17/12-09/23/12	Full Day Rotator M-Su 5a-5a	5a-4:59x	-----FSaSu	:30			1.47	NM				
			See MG 5.7,5.8												
	7	13	09/27/12-09/29/12	Full Day Rotator M-Su 5a-5a	5a-4:59x	----ThFSa--	:30			1.47	NM				
	Ⓜ		MG for 5.1,5.2												
	8	13	09/27/12-09/29/12	Full Day Rotator M-Su 5a-5a	5a-4:59x	----ThFSa--	:30			1.47	NM				
	Ⓜ		MG for 5.1,5.2												
Week:		09/24/12	09/30/12	MTWTFS-				4		1.47					
6	13	09/24/12	09/24/12	Bones 2012	7p-8p		:30				NM	1			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	M-----				1		4.45					
7	13	09/27/12	09/27/12	X Factor Th 2012	7-8p		:30				NM	1			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	---T---				1		3.81					
E 8	13	09/21/12	09/28/12	Fox News at Nine	9p-1005p		:30				NM	5			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		09/17/12	09/23/12	-----F--				1		4.39					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>				
	1	13	09/17/12-09/23/12	Fox News at Nine	9p-1005p	-----F----	:30			4.39	NM				
			See MG 8.6												
	6	13	09/28/12-09/28/12	Fox News at Nine	9p-1005p	-----F----	:30			4.39	NM				
	Ⓜ		MG for 8.1 09/21												
Week:		09/24/12	09/30/12	MTWTF--				4		4.39					
9	13	09/25/12	09/25/12	FOX Prime Tuesday 7-8p	730p-8p		:30				NM	1			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	-T-----				1		3.81					
10	13	09/28/12	09/28/12	FOX Prime Friday 8-9p	8p-9p		:30				NM	1			
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>					
Week:		09/24/12	09/30/12	----F--				1							
<b>Totals</b>													62.63	24	\$1,000.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/29/12	24		
<b>Totals</b>	24		

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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